

**Tobacco Revenue, Use Spending and Tracking Commission
Office of Tobacco Education and Prevention Program (TEPP)**

September 7, 2006

Fiesta Inn Resort
2100 South Priest Drive
Tempe, Arizona 85282

MINUTES

Members Present: Matthew Madonna – Chairman
Linda Bailey
Dr. Wil Counts
Benton Davis
Dr. Shelly Hall
Dr. Hugh Miller (by phone)
Dr. Babak Nayeri
Bill Pfeifer
Dana Russell
Librado M. Ramirez
Violet Mitchell-Enos

Members Absent: Dr. Kelly Hsu

ADHS Staff: Jeanette Shea-Ramirez – Deputy Assistant Director, PHPS
Angie Lorenzo – Interim Office Chief, TEPP
Emma Viera-Negron – Senior Epidemiology Manager, TEPP
Byron Homer – Administrative Service Officer III, TEPP
Beau Cordova – Native American Program Coordinator, TEPP
Jean-Robert Jeoffroy – Health Program Coordinator, TEPP
MaryLynn Marshburn - Health Educator, TEPP
Teresa Koehler – Administrative Assistant III, TEPP
Mary Ehlert – Public Service Officer, Division of Public Health
Janet Bourbouse – Program Manager, Chronic Disease, PHPS

Presenters: Jeanette Shea-Ramirez – Deputy Assistant Director, PHPS
Mary Ehlert – Public Service Officer, Division of Public Health
Byron Homer – Administrative Service Officer III, TEPP
Emma Viera-Negron – Senior Epidemiology Manager, TEPP
Janet Bourbouse – Program Manager, Chronic Disease, PHPS

Public Attendees: Shannon Harper – American Heart Association
Michele Pabis – American Cancer Association
Louise Strayer – University of Arizona, HealthCare Partnership
Laurie Soloff – University of Arizona, HealthCare Partnership

Donna Beedle – Maricopa County
Doug Hirano – Asian Pacific Community in Action
Karen Martin – Pima County Health Department
Susan Williams – Mohave County
Marty Eckrem – Coconino County Health Department
Stephen Michael – University of Arizona, ASHline
Scott Jacobson – Strategic Change Management

Call to Order

Tele-conferencing connection made: Dr. Miller joined the meeting.

Mr. Madonna, TRUST Commission Chairperson, called the meeting to order at 8:05 am ... welcome the TRUST members and visitors. Mr. Madonna announces that a quorum is present.

Mr. Madonna: Requested introduction of members and public.

Mr. Madonna: Introduced Scott Jacobson to inform the board and attendees regarding his role in assisting the Director of the Arizona Department of Health Services (ADHS) with the evaluation of ADHS and the Tobacco Education and Prevention (TEPP) program processes.

Mr. Jacobson: Provided information regarding the recruitment of the TEPP staff vacancies referrals.

Discussion occurred between Mr. Jacobson, Mr. Madonna, Ms. Shea-Ramirez, Ms. Strayer, and Dr. Jeoffroy regarding recruitment methods including advisement (Arizona Republic, Tobacco Control Network, Society for Research and Nicotine Tobacco, Logo Link, Career Builder, Public Health Employment Connection, PublicHealthJobs.net, CDC posting, RSPH Career Services Listserv, and AZ ADHS Listserv) for the Office Chief position.

Approval of Minutes

Mr. Madonna: Asked for a motion to accept the minutes of the July meeting as distributed.

Ms. Hall: So moved

Mr. Russell: Second

Mr. Madonna: Asked if there were any other questions, comments, or changes to the minutes as distributed. Question raised by Ms. Hall regarding Chronic Disease RFP. Mr. Madonna answered; Mr. Pfeifer confirmed. Question raised by Mr. Ramirez. Question answered by Ms. Shea-Ramirez. Mr. Madonna asked if there are any other questions or comments on the minutes, “All those in favor of accepting the minutes say, Aye”. All say, “Aye”. Minutes for the July meeting approved.

Chairman's Report

Mr. Madonna: Reviewed agenda items including changes. Announced the following:

- ▶ Explained the guidelines, procedure regarding public commentary related to the “Speaker’s Slip”.
- ▶ Announced that the TRUST Commission 2006 Annual Report approved, letters signed and sent to the Senate/Legislature.
- ▶ Updated members on the revised TRUST Commission Bylaws.

Mr. Pfeifer: Proposed to put forward a motion to adopt the revised Bylaws as presented and then discuss.

Mr. Madonna: I will entertain a motion to accept the revised Bylaws as distributed.

Mr. Pfeifer: So moved.

Mr. Ramirez: Second.

Discussion occurred between Mr. Madonna, Mr. Pfeifer, Dr. Counts, Mr. Ramirez, Mr. Davis, Mr. Russell, and Mr. Jacobson regarding the revised Bylaws: added articles and section; changes to removal [Article III, Section 8] to add the word “full” and strike “at which a quorum exists”; nominating committee; quorum; attendance [add “make recommendation to remove”]; size (min. 10 instead of 12 with a max. of 15 and allow up to 6 months [Article III, Section 7] to replace a member if the total number of current members fall below 10); and add Statute [Proposition 303, pursuant to H.C.R. 2047, Section 8] as a reference.

Mr. Pfeifer: Withdrew the motion to accept the revised Bylaws as distributed.

Unfinished Business:

Mr. Madonna: Introduced Michele Pabis to provide and update on Arizona smoking initiatives.

Ms. Pabis: Provided general update on initiatives:

- ▶ Arizona’s Non Smoker’s Protection Act, sponsored by R.J. Reynolds and Arizona License and Beverage Association, will allow smoking in free standing bars, bar area, restaurants, and hotels, etc. This initiative has no enforcement provisions and no penalties for business that allow smoking.
- ▶ Smoke Free Arizona is Proposition 201 – yes campaign – has qualified.
- ▶ Arizona Non Smoker’s Protection Act is Proposition 206 – no campaign – has qualified. R.J. Reynolds had put \$3 million in campaign to date and expect that to go to \$8 million in Arizona.

Mr. Madonna: Informed members that he had interviewed the three candidates recommended by the Nominating Committee and approved by the members and that letters are being prepared to send out to the new members.

Mr. Davis: Provided an update of the Nominating Committees activities.

Mr. Madonna: Asked Mr. Davis to consider candidates for the Officers positions that will be open up in the near future.

Mr. Pfeifer: Asked Mr. Madonna if new members can be announced.

Mr. Madonna: Announced the new TRUST Commission members: Dr. Leischow, Professor, University of Arizona, Tucson; Ms. Hook, Principal, Hook & Associates, Phoenix; and Dr. Sparks, MD, Pathologist, Tucson.

Physical Activity Break – 9:35 a.m.

Mr. Madonna: Introduced Jeanette Shea-Ramirez, Deputy Assistant Director.

Office Chief's Report

Ms. Shea-Ramirez: provided TEPP presentation.

- ▶ Organizational Changes and Update
 - Recruit (and retain) for Office Chief, Marketing Director, and Program Manager.

Ms. Shea-Ramirez: Introduced Janet Bourbouse to present on the Chronic Disease proposal.

- ▶ Chronic Disease Plan
 - Next Steps
 - Convene Chronic Disease Fund Team internally to represent each segment area
 - Solicit input from partners and stakeholders
 - Develop work plans and timelines for each of the priority areas
 - Establish reporting requirements for each of the areas
 - Explore contract resources for the development of an Evaluation Plan

Discussion occurred between Ms. Bourbouse, Ms. Shea-Ramirez, Mr. Ramirez, Mr. Madonna, Ms. Hall, and Mr. Pfeifer regarding current evaluation plan; problem area in evaluating statewide impact in terms of the reduction of Chronic Disease; more measurable and specific outcome(s) development will be done; new funding on track for January 1, 2006; and process definition by January 1, 2006.

Ms. Shea-Ramirez: Introduced Byron Homer to present on the Financial Report.

- ▶ Financial Report

- Revenues
- Expenditures
- Previous dollars

Discussion occurred between Mr. Homer, Ms. Shea-Ramirez, Mr. Madonna, Ms. Mitchell-Enos, Dr. Counts, Mr. Pfeifer, Mr. Davis, and Dr. Nayeri regarding why revenues have increased; \$4 million remaining 2006; NRT plan to use 2006 dollars; vacancies saving and indirect costs; and Office Chief's salary and retention.

Dr. Nayeri: Motioned to prepare, complete a (1) a salary analysis and comparison study at a Federal level, (2) use the data to determine a salary range that would be attractive enough to recruit and retain leadership for the Office Chief position, and (3) encourage the Director to revise the salary range and to recruit at a salary closer to the top of the recommended salary range.

Mr. Madonna: So motioned.

Ms. Mitchell-Enos: Second.

Dr. Nayeri: Withdrew motion.

Dr. Nayeri: Motioned to establish and recommend a new estimated salary range that would be attractive enough to recruit and retain leadership for the Office Chief's position and to encourage the Director to recruit at a salary closer to the top of the recommended salary range.

Mr. Madonna: So motioned.

Ms. Mitchell-Enos: Second.

Mr. Madonna: Asked if there were any other questions, comments, or changes. All those in favor of the motion say, "Aye". All say, "Aye".

Discussion occurred between Mr. Homer, Mr. Madonna, Ms. Mitchell-Enos, Mr. Ramirez, Mr. Pfeifer, Mr. Russell, and Dr. Nayeri regarding previous dollars; tobacco money used for Chronic Disease; increase current programs that are doing well; NRT program hold; and statewide plan and stakeholders.

Ms. Shea-Ramirez: Introduced Mary Ehlert to present on the Secondhand Smoke and Cessation campaigns.

- ▶ Prevention Campaign
 - Presentations from three different advertising agencies.
 - Focus group testing of the three different campaigns is on going; target audience is the youth population.
 - Target Date - Spring 2007

- ▶ Interim Secondhand Smoke Campaign Update
 - Extended through November.
 - Total visits to ASHline.org have increased.
 - Calls to the ASHline remain consistent at about 198 per week.
 - Advertising spending through November will be \$2,509,218.
 - Added Value (free) to date is \$418,611 or 24%.
 - Public Relations Value (free) to date is \$144,041.
 - Baby Bib PR Plan
 - Statewide to unroll in September
 - To include an additional 50 restaurants located in remain counties.
 - Campaign in English and Spanish
- ▶ Interim Cessation Campaign Update
 - In preliminary planning stage
 - Target: Statewide audience, ages 18-24 and 44+
 - Timeline: November 2006 – Spring 2007
 - 50% Nicotine Replacement Therapy (NRT)
 - ASHline (web and hotline)
 - Budget of \$1.5 million
 - CDC inventory, using re-tagging and voice overs as needed.
 - Advertising: print, radio, television, online movie theaters, mall kiosks
 - Call to Action: ASHline.org and Arizona Smokers' Helpline

Discussion occurred between Ms. Ehlert, Mr. Ramirez, Mr. Russell, and Dr. Nayeri regarding focus groups. Mr. Russell participates in a youth camp of Native American youth only every summer; he suggested that youth summer camps might be a good resource for future focus groups.

Ms. Shea-Ramirez: Presented on Nicotine Replacement Therapy.

- ▶ Nicotine Replacement Therapy
 - Statewide Strategic Plan, process and input
 - New Office Chief
 - TEPP staff training protocol
 - Adequate controls for NRT
 - Adequate Behavioral interventions
 - Contractors' roles, development
 - Financial analysis
 - Research and evaluation

Ms. Shea-Ramirez: Introduced Emma Viera to present on the TEPP Biennial Report.

- ▶ TEPP Biennial Report
 - Due Date – November 15, 2006
 - Feedback from TRUST – Executive Summary
 - Timeline

- Feedback from members due on October 1, 2006
- Review and incorporate comments from October 2 to October 13, 2006
- Route to ADHS Administration for review and approval on October 16, 2006

Discussion occurred between Ms. Viera, Mr. Homer, Mr. Madonna, Dr. Counts, Mr. Davis, Mr. Pfeifer, Ms. Hall, Mr. Ramirez, and Dr. Nayeri regarding the difference between fiscal year and appropriated year; members all agree that fiscal year is the method of report that they recommend be used for the Biennial Report; suggestion to add to the front of the report the prevalence rate to report for child, adults, and total population; compare to National ... are we above or below; include what CDC says Arizona should be spending, i.e. best practice; include how much Arizona is spending; bar graph of trends by year and National average; and include the impact of smoking and secondhand smoke in the Executive Summary.

Public Commentary

Mr. Madonna: Asked Ms. Koehler if there any public comment requests?

Ms. Koehler: Replied “yes” and provided Mr. Madonna with the public speakers requests.

Mr. Madonna: Announced Karen Martin with Pima County, Susan Williams with Mohave County, and Marty Eckrem with Coconino County.

Meeting Evaluation and Agenda Planning

Mr. Madonna – I will accept the **motion to adjourn** at 11:55 pm. Motion carried.

TRUST Meeting Items

► September 7 meeting items that need to be addressed by, for the November meeting:

1. Mr. Jacobson ... to inquire about the Board of Director’s for the Legacy Foundation meeting that the Governor is hosting.
2. Ms. Shea-Ramirez ... to check with Procurement to find out if the RFP cancellation notice can include more detailed information regarding why the RFP was canceled so that applicants can evaluate their internal RFP process to insure that changes to the applicants process are not needed. Librado M. Ramirez
3. Ms. Koehler ... schedule Meeting Committee meeting for Mr. Madonna, Dr. Nayeri, and Dr. Miller, possibly Mr. Davis. The questions are “Are we doing enough as a commission?” “Is this worth your time?” “Are we efficient enough?”
4. Ms. Koehler ... to add the TEPP mission to TRUST Commission agenda.
5. Mr. Madonna ... to add changes to the Bylaws, send to TRUST members for their review and comment, send revised Bylaws to the Director for review and comment, and then present at November meeting for approval.

6. Ms. Koehler ... to follow up with Mr. Madonna regarding the new members' letters and provide update to Director of new members' notification.
7. Ms. Shea-Ramirez ... to share the results of the assessment of the recruitment retention evaluation and strategies with Dr. Nayeri.
8. Mr. Homer ... to contact the Department of Revenue, ask the question why revenues have increased, and report back to TRUST at next meeting.
9. TEPP staff ... to evaluate Office Chief's position salary range and make recommendation to Director.
10. TEPP staff ... to evaluate programs and consider increasing the dollars for those current programs that are doing well.
11. Ms. Ehlert ... report demographic (specifically Native American) mix of the focus groups requested by Mr. Russell.
12. Emma Viera ... to send report and reminder to members for review and comment.
13. TRUST members ... return review comments by October 2 to Ms. Viera, Biennial Report.
14. TEPP staff ... to recommend and facilitate orientation for new TRUST members.
15. Ms. Koehler ... to schedule meeting with Mr. Madonna, Dr. Nayeri, Mr. Davis, and Ms. Shea-Ramirez to discuss topics for future meeting, less update information.
16. Ms. Koehler ... to add "The commission should advise and consult with the Department of Health Services on the goals, objectives, and activities of programs that receive the monies."
17. Ms. Koehler ... to find location for next meeting, possibly Salt River.
18. Ms. Koehler ... to get the draft strategic plan and impact plan from Ms. Strayer and other documents for Ms. Williams to send to TRUST members for review.

► **November 8, 2006 ... new agenda items for November meeting:**

1. Discuss members attending education, tobacco related conferences and activities (Mr. Russell, Mr. Madonna).
2. Present an update on the work plans and timelines for each of the priority areas for the Chronic Disease program (Janet Bourbouse).
3. * Look at and discuss disparities in Pima County, all local projects, and their need for infrastructure; what type of infrastructure; what can the Commission do to help with building an infrastructure. Update on Statewide Strategic plan, where is the process going. What is the plan that will allow the program to run without an Office Chief?

* Future Topic: Start the public input component of how we develop the strategic plan – first step is to identify what the needs are. Invite Local Projects to present, inform the TRUST on their needs; what do they need to do their jobs?

The TRUST Commission is a public meeting. In compliance with the State's open meetings laws, the recorded minutes for the September 2006 TRUST Commission meeting are available to the public three working days after the meeting. Please contact the TRUST

Coordinator at the Office of Tobacco Education and Prevention Program, 602-364-0824, to make arrangements to hear the recorder minutes.

Jeanette Shea-Ramirez, Deputy Assistant Director
Arizona Department of Health Services
Division of Public Health Services
Public Health Prevention Services